

DEPARTMENT OF ECONOMICS				<i>Certificate Course</i>				
Sem	Course Type	Course Code	Course Title	Credits	Contact Hours/week	CIA	Ext	Total
	Certificate course		Salesmanship	2	2	50	50	100

Objectives

To understand the principles and functions of sales management.

To identify the functions and responsibilities of sales manager.

Outcomes

- Understand the objectives and principles of sales management.
- Gain insight into the duties and responsibilities of a salesman.

Unit – I Sales Management

(6 Hours)

Meaning and Definition of Sales Management – Importance- Objectives- Principles - Functions

Unit – II Sales Organization

(6 Hours)

Meaning – Importance- Functions – Types

Unit – III Sales Manager

(6 Hours)

Meaning of Sales Manger – Qualities – Functions – Responsibilities

Unit – IV Salesman

(6 Hours)

Meaning – Qualities of a Good Salesman – Types of Salesman –Duties and Responsibilities of a Salesman.

Unit – V Recruitment and Selection of Salesmen

(6 Hours)

Sources of Recruitment – Principles – Selection Process of Salesmen

Books for Study

1. R.C.Agarwal, “**Salesmanship and Advertising**”, 2012, Lakshmi Narain Agarwal , Agra.

Books for Reference

1. R. S.N. Pilli and Bagavathi, “**Modern Marketing**”, 2004, S.Chand & Company Ltd., New Delhi.
2. R. C. Agarwal, “**Principles of Management**”, 2012, Lakshmi Narain Agarwal Publishers, Agra.
3. S. A. Sherlekar & K. Nirmala Prasad, “**Principles of Marketing**”, Himalaya Publishing House, Mumbai.
4. K.R.Balan and C.S. Rayudu, 1991, “**Marketing Management**”, Sterling Publishers Private Limited New Delhi.
5. R. Thirunavukkarasu and Ramalingam, L. P. “**Marketing Management**”, 2009, Merit India Publications, Madurai.